



# Health First Colorado Talking Points, Style Guide & FAQs

June 29, 2016

Dropbox link for logos, this document  
and other references for partners:

**<http://bit.ly/1HDE4yk>**



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## Talking Points

- Health First Colorado (Colorado's Medicaid Program) is the new name for Medicaid in Colorado, effective June 27, 2016.
- Effective June 27, 2016, member notices generated by the Colorado Benefits Management System (CBMS) were updated to replace references to "Medicaid" and "Colorado Medicaid" with the new name, "Health First Colorado (Colorado's Medicaid Program)."
- No changes to member eligibility, coverage, benefits or choice of providers are associated with the name change.
- Why is Medicaid changing its name?
  - Reduce confusion with Medicare.
  - Reduce stigma associated with the name Medicaid and public assistance.
  - Reflects the significant changes that have been made to modernize Colorado's Medicaid program to engage members, improve the quality and coordination of care and make more efficient use of taxpayer dollars.
- The launch of Health First Colorado is funded by grants from the Colorado Health Foundation and Caring for Colorado. The development of the name was funded by a grant from the Colorado Health Foundation.
- The new name applies only to the Colorado Medicaid program. Other programs administered by the Department, such as Child Health Plan *Plus*, Colorado Indigent Care Program (CICP), and other public assistance programs, are not affected by this change.
- The new name and logo were developed with input from members and prospective members through focus group sessions led by a third-party facilitator.



## Program & Plan Name Overview

Health plans under Health First Colorado (Colorado's Medicaid Program) have been updated as follows. Logo lock-ups for member communications are available for the programs below on [Dropbox](http://bit.ly/1HDE4yk) (link: <http://bit.ly/1HDE4yk>) and SharePoint for HCPF staff. Programs, benefits and services not listed will use the general Health First Colorado logo.

| New Program/Plan Name   | Description  |
|---|--|
| Health First Colorado Basic   | Full-benefit<br>(non-Accountable<br>Care<br>Collaborative) |
| Health First Colorado administered by Denver Health Medicaid Choice                                       |  |
| Health First Colorado Program of All-Inclusive Care for the Elderly                                       |  |
| Health First Colorado Accountable Care Collaborative administered by Rocky Mountain Health Plans          | Accountable Care<br>Collaborative                          |
| Health First Colorado Accountable Care Collaborative administered by Colorado Access                      |  |
| Health First Colorado Accountable Care Collaborative administered by Integrated Community Health Partners |  |
| Health First Colorado Accountable Care Collaborative administered by Community Care of Central Colorado   |  |
| Health First Colorado Accountable Care Collaborative administered by Colorado Community Health Alliance   |  |
| Health First Colorado Accountable Care Collaborative for Medicare and Medicaid Enrollees                  |  |



| New Name                         | Description  |
|----------------------------------|--|
| Health First Colorado Enrollment | Medicaid Enrollment Broker (formerly known as Health Colorado) |

### Program & Plan Logos

The Department has developed the following logo lock-ups to distinguish between Health First Colorado plan options. These lock-ups will be used on the Department website and selectively made available for contractor use on websites and in member-facing communications.

The following logo mock-ups will be used to distinguish between Health First Colorado plan options:

|  |   |
|--|---|
|  <b>Health First</b><br><b>COLORADO™</b><br>Colorado's Medicaid Program  | Basic   |
|  <b>Health First</b><br><b>COLORADO™</b><br>Colorado's Medicaid Program | Administered by<br>Denver Health<br>Medicaid Choice |
|  <b>Health First</b><br><b>COLORADO™</b><br>Colorado's Medicaid Program | Program of All-Inclusive Care<br>for the Elderly    |
|  <b>Health First</b><br><b>COLORADO™</b><br>Colorado's Medicaid Program | Accountable Care Collaborative                      |





*Accountable Care Collaborative*

The following logo lock-ups will be used until June 30, 2018, when the ACC Phase II contracts launch. Updated guidance will be provided on naming and logos to be used in Phase II.

|  |  |
|--|--|
|  <b>Health First<br/>COLORADO™</b><br>Colorado's Medicaid Program   | Accountable Care Collaborative<br>Administered by Colorado Access                      |
|  <b>Health First<br/>COLORADO™</b><br>Colorado's Medicaid Program   | Accountable Care Collaborative<br>Administered by Community Care of Central Colorado   |
|  <b>Health First<br/>COLORADO™</b><br>Colorado's Medicaid Program   | Accountable Care Collaborative<br>Administered by Colorado Community Health Alliance   |
|  <b>Health First<br/>COLORADO™</b><br>Colorado's Medicaid Program | Accountable Care Collaborative<br>Administered by Integrated Community Health Partners |
|  <b>Health First<br/>COLORADO™</b><br>Colorado's Medicaid Program | Accountable Care Collaborative<br>Administered by Rocky Mountain Health Plans          |





### *Other Programs*

The following logo lock-ups and names represent other programs that fall under Health First Colorado and will use specific logo lock-ups.

|  |  |
|--|--|
|  <b>Health First</b><br><b>COLORADO™</b><br>Colorado's Medicaid Program | Colorado Choice Transitions                                |
|  <b>Health First</b><br><b>COLORADO™</b><br>Colorado's Medicaid Program | Medicaid Buy-In for<br>Working Adults<br>with Disabilities |
|  <b>Health First</b><br><b>COLORADO™</b><br>Colorado's Medicaid Program | Medicaid Buy-In for<br>Children with Disabilities          |

### **Health First Colorado Benefits and Services**

Programs, benefits and services not reflected in the above logo lock-ups will use the general Health First Colorado logo, including the following:

- Behavioral health benefits
- Dental health benefits
- Prenatal Plus
- Special Connections
- Early and Periodic Screening, Diagnosis and Treatment (EPSDT)
- Pediatric Personal Care Services
- Health Insurance Buy-In (HIBI) Program

Benefit service providers, including Behavioral Health Organizations (BHOs) and DentaQuest, may not co-brand member-facing materials by using their logos and the Health First Colorado logo. Instead, service providers may use the following language to describe their role with respect to Health First Colorado:





"Health First Colorado (Colorado's Medicaid Program) behavioral health benefits administered by [BHO]."

"Health First Colorado (Colorado's Medicaid Program) dental benefits administered by DentaQuest."

*Rule of thumb:* The Health First Colorado logo (or specific plan lock-up if applicable) should be used by the service provider for member welcome letters, general plan communications and websites referencing the plan.

Provider-related and clinical communications should use the service provider or contractor name and logo.

| Use Health First Colorado for member communications regarding the health plan, such as... | Use the service provider or contractor name/logo for member communications regarding clinical information, such as... |
|---|---|
| - Member welcome letter   | - Notice of organization privacy practices  |
| - PCMP attribution letter   | - Wellness visit reminders  |
| - Notice of action letter   | - Clinical health tips  |





## **HCPF Programs Not Affected by Name Change**

The following Department programs are not affected by the Health First Colorado name change and will continue to use the Department Shield or specific program logo (if applicable).

*Child Health Plan Plus (CHP+)*

*Colorado Indigent Care Program (CICP)*

*School Health Services*

*Medical Services Board*

*Old Age Pension Health and Medical Care*

*Family Support Services Program*

*Family Support Loan Fund*

*Medicare Savings Program*

*Colorado Dental Program for Low Income Seniors*

*Healthy Communities (Family Health  
Coordinators)*

Although the above program names and logos are not changing, written references to Colorado Medicaid in program materials should be updated to Health First Colorado (Colorado's Medicaid Program), prioritizing member-facing communications.



## Writing style guidance:

1. In written communications, use the entire name and tagline in parenthesis to reduce confusion. After the first reference on a page or long paragraph, the tagline/parenthetical may be dropped.
  - Replace "Medicaid" with "Health First Colorado (Colorado's Medicaid Program)."
  - Do not abbreviate the name or make it an acronym.
2. To improve the clarity of member communications and reduce the use of acronyms, the Department is recommending that the term "RCCO" (Regional Care Coordination Organizations) be dropped from member-facing communications.

Suggested language to describe "care coordination" services, and/or "Accountable Care Collaborative administration" provided by the RCCOs is provided below.

3. The member-facing website for Health First Colorado should be written and referred to as:

HealthFirstColorado.com

4. Please follow this guidance in updating communications:

| Member-Facing Documents                                      | Non-Member Documents   | Official Documents   |
|--|--|--|
| Prioritize updates of "Medicaid" references to the new name. | Update "Medicaid" references to the new name as documents come up for review or renewal. | Do not update "Medicaid" references to the new name. Use the new name in cover sheets. |
| Ex: Websites, fact sheets, brochures, letters/notices        | Ex: Contracts, provider communications, policies   | Ex: Statute, federal & state reports   |



## Sample Communications

"In Colorado, Medicaid is now known as Health First Colorado (Colorado's Medicaid Program). Health First Colorado is public health insurance for low-income Coloradans who qualify. Visit [HealthFirstColorado.com](http://HealthFirstColorado.com) for more information and to learn if you qualify."

"Colorado Medicaid recently changed its name to Health First Colorado (Colorado's Medicaid Program). While the name and look have changed, member eligibility, benefits, and choice of providers will remain the same. Visit [HealthFirstColorado.com](http://HealthFirstColorado.com) for more information."

*Sample introduction message for ACC programs:*

"Health First Colorado (Colorado's Medicaid Program) members can join the Accountable Care Collaborative (ACC). The ACC is a Health First Colorado health plan option that provides you with extra services to help coordinate your care and achieve better health, at no cost. You are assigned to [RCCO NAME], which administers the ACC in your area."

## Frequently Asked Questions

### ***Are there any changes to member eligibility or benefits associated with the new name and look?***

There are no changes to member eligibility, coverage or enrollment processes associated with the new name and look.

### ***Is there a change in member costs associated with the new name?***

There are no changes to member costs associated with this change. Medicaid does not have an enrollment fee, but in some circumstances co-pays may be required. Medicaid members who are pregnant, living in a nursing facility or age 18 years or younger do not have to pay co-pays. For more information about member benefits, visit [HealthFirstColorado.com](http://HealthFirstColorado.com).

### ***Which programs will be affected by this change?***

The Health First Colorado name and logo only directly replaces the name "Colorado Medicaid" and "Medicaid." Other programs managed by the Department of Health Care Policy





and Financing, including Child Health Plan *Plus* (CHP+) and the Colorado Indigent Care Program (CICP), and public assistance programs managed by other state health agencies, are not affected by this change.

***When was new name and look introduced?***

Effective June 27, 2016, Health First Colorado is the new name for Colorado's Medicaid program.

***Tell me about the paid advertising campaign.***

The advertising campaign, funded by grants from the Colorado Health Foundation and Caring for Colorado, includes statewide radio, transit (bus panel and bus shelter posters) and online advertising. All advertising is in English and Spanish. Advertising is targeted by geographic and demographic data to reach members and EBNE populations. Advertising dates are between June 27, 2016 and September 16, 2016

***How will the Department let members know about the new name?***

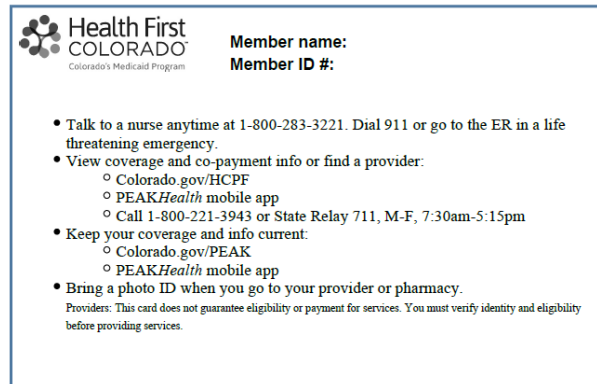
The Department is conducting a statewide messaging effort in partnership with program contractors, community-based organizations and other partners, to communicate the change. Information about the new name and look is available on the Department's website at [www.colorado.gov/hcpf/hfc-stakeholders](http://www.colorado.gov/hcpf/hfc-stakeholders), HCPF social media sites, and [HealthFirstColorado.com](http://HealthFirstColorado.com).



***Will providers accept the Health First Colorado member identification card?***

The new member identification card, shown below, was updated for new members and members who request a new card according to the following dates:

- March, 2016: Cards printed from PEAK
- June 27, 2016: Cards mailed and cards on members' PEAKHealth app



***How is this change being communicated to health care providers?***

Notification to providers of the change began in March, 2016, with the update to the member ID card. Providers are being notified of the change through several communication channels, including weekly provider claims remittance reports, the provider revalidation process and Department and provider partner direct outreach.

Providers are able to download materials from HealthFirstColorado.com to help communicate the new name to their patients.



***Do Department and Contractor titles that include the word "Medicaid" need to be changed?***

Department staff who interact directly with members and have "Medicaid" in their title may choose to update their titles to "Health First Colorado." Contractors that include the term "Medicaid" in their titles may consider a name change for member-facing communications, but contractual terms do not need to be updated until the next contract renewal period.

***How should Health First Colorado enrollees be referred to?***

With just a few exceptions, individuals who have Health First Colorado should be referred to as "members" in all written communications directed to them.

**About the new name and logo**

***Tell me more about the name and logo.***

The name, Health First Colorado, reflects messages that the Department heard from members and eligible members in focus groups. The new logo is abstract and different people see different things when they look at it. The Department believes that it reflects a commitment to working collaboratively with partners and stakeholders and reflects the diversity of the members we serve.

***Why is Medicaid changing its name and look?***

Good health and access to affordable health care is the very foundation of a productive, engaged life. Medicaid provides that foundation for over a million people in Colorado and through the new name and logo, we are proudly conveying the critical importance of the services we and our partners provide. The new name will also reduce confusion with "Medicare" and may reduce the stigma associated with the name Medicaid and public assistance.



***How will this change be funded?***

The Department received a grant from the Colorado Health Foundation that funded the development of the new name and logo, including the member focus groups and graphic design. In 2016, the Department received grants from the Colorado Health Foundation and Caring for Colorado to support the public launch, including an advertising campaign.

***How was the name and logo selected and who made this decision?***

The Department contracted with a third party facilitator to conduct focus groups in English and Spanish that included current and prospective Medicaid members. The focus groups provided input on the name, logo and messaging associated with the new look and name. Additionally, health care leaders throughout the state and Department staff provided input via a survey. The final decision on the new name and logo was made by the Department leadership team.

***How will the new name and logo relate to Connect for Health Colorado?***

Connect for Health Colorado is the state insurance marketplace, or exchange, that opened in 2013 to help Coloradans purchase health insurance. Connect for Health Colorado works with the Department of Health Care Policy & Financing to ensure Coloradans are getting enrolled in health coverage, but is otherwise an independent, non-profit organization. The Department is working closely with Connect for Health Colorado to update references to Medicaid on its website and printed information with the new name.

**For more information, please contact:**

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